

Set	Items	Description
S1	648	QUIXTAR
S2	309	S1 NOT PY>2001
S3	166	S2 AND MARKETING
S4	19	S3 AND RECRUIT?
S5	12	RD S4 (unique items)
S6	4	S5 AND WEBSITE
?		

85-31-05

T S6/3,K/ALL

6/3,K/1 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01993940 50614826

Shhhhhh! Amway's on the Web

Elkind, Peter

Fortune v141n5 PP: 76 Mar 6, 2000

ISSN: 0015-8259 JRNL CODE: FOR

WORD COUNT: 604

COMPANY NAMES:

... Quixtar

...ABSTRACT: pitch about enlisting friends and family to buy consumer products from an online outfit called **Quixtar**, receiving a piece of anything those friends and family bought, the scheme sounds like Amway...
...TEXT: spoke about enlisting friends and family to buy consumer products from an online outfit called **Quixtar**. We'd get a piece of anything they bought. And as their friends shopped, we...

...Amway's foray into e-commerce. And our friends weren't the only ones downplaying **Quixtar**'s distinctly uncool heritage. If you're not a devotee of such workaday goods as...

...Meals, you might not even notice the connection. It takes some deep clicking on the **Quixtar Website** (look under "Privacy Policy") to locate an acknowledgment that the billionaire Michigan families who own...

...Amway reps bending ears about L.O.C. Multi-Purpose Cleaner.

Yet it is on **Quixtar**, just five months old, that the DeVos and Van Andel families are betting the future...

...in an attempt to distance itself from its dowdy and controversial image, it has launched **Quixtar** as a separate business.

While **Quixtar** showcases Amway products on its site, it also sells an array of general consumer goods. **Quixtar** embraces Amway's trademark "multilevel" marketing channel, where self-employed distributors profit by recruiting both new customers and new reps. But in both categories it is chasing a younger, more affluent audience. While **Quixtar** is exploiting Amway's strengths-- including an enormous manufacturing and distribution structure--it is also...

...officer Doug DeVos, youngest son of the company's co-founder. DeVos says he expects **Quixtar**, already claiming revenues of more than \$2 million a week, to be "half of our..."

...force, eager for its own Web riches. (Amway is letting its reps sell through Amway, **Quixtar**, or both.) Amway has always relied on its reps to use personal relationships to pitch...

...media advertising, which Amway has generally avoided--and reconsideration of its entire pricing structure. While **Quixtar**'s shopping-club structure offers incentives, its regular prices for both Amway products (a tube...

...copy of A Bug's Life, \$15.96 at Kbkids.com, is \$26.99 at **Quixtar**) remain daunting. DeVos readily acknowledges that Amway will have to confront such issues head-on...

...in cyberspace as it does around the water cooler.

The odd product names and pyramid marketing reveal Quixtar 's heritage.

6/3,K/2 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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09086595 Supplier Number: 79162504 (USE FORMAT 7 FOR FULLTEXT)

InPhonic Taps Industry Veteran to Establish West Coast Office; Wireless Technology Firm Recruits Washington Post Editor to Spearhead Communications.

PR Newswire, pNA

Oct 16, 2001

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 799

InPhonic Taps Industry Veteran to Establish West Coast Office; Wireless Technology Firm Recruits Washington Post Editor to Spearhead Communications.

... and the public.

Kim Barnes joins InPhonic with nearly 20 years of senior sales and marketing management experience at some of the leading wireless, Internet and technology media companies on both...

...Washington's burgeoning technology community and managed the Post's contributions to the Washtech.com website , operated by Post-Newsweek Tech Media Group. Prior to joining The Washington Post, Garretson spent...

...since its founding in 1999, InPhonic has attracted more than 200 customers, including Cisco Systems, Quixtar , Terra Lycos and the Democratic National Committee. The company recently closed a \$19-million round...

6/3,K/3 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

08910963 Supplier Number: 77279255 (USE FORMAT 7 FOR FULLTEXT)

THE TOP 50.

BRANNA, TOM

Household & Personal Products Industry, v38, n7, p73

July, 2001

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 31057

... The Procter & Gamble Company

One Procter & Gamble Plaza

Cincinnati, OH 45202

Tel: (513) 983-1100

Website : www.pg.com

Sales: \$23.5 billion

SALES: \$23.5 billion for laundry, cleaning, personal...

...and Kid Fresh wipes; Beauty Care--Cosmetics, fragrances, hair care, antiperspirants and skin/beauty care marketing under such brands as Cover Girl, Max Factor, Hugo Boss, Head & Shoulders, Pantene Pro-V... divestitures, due to the launch of Physique in the base period. Gross margin improvements and marketing cost efficiency helped deliver \$243 million in net earnings, a 5% gain over the prior...

...TWO

Colgate-Palmolive Company

300 Park Avenue
New York, NY 10022
Tel: (212) 310-2000
Website : www.colgatepalmolive.com
Sales: \$8.23 billion
SALES: \$8.23 billion for oral, personal and...

...Coloman de Hegedtis, president, Colgate-Africa/Middle East; Tarek Hallaba, president, Colgate-Central Europe/Russia.

MARKETING DIRECTORS: Seamus McBride, vice president, **marketing** , Colgate-U.S.; Michael Sload, **marketing** director, Latin America; Heiko Tietke, executive vice president, **marketing** , Europe; John Guiney, vice president, **marketing** , Asia-Pacific; Magda Mularuk, **marketing** manager, Central Europe and Russia; Stephen Burns, **marketing** director, Africa-Middle East; Suzan Harrison, vice president, general manager, U.S. oral care; Sheila...growth include creating outstanding advertising throughout the world, powerful consumer promotions and a 360 (degrees) **marketing** program. "Media is losing its impact with consumers due to diversity," explained Mr. Mark. "So...Colgate Actibrush.

THREE

SC Johnson
1525 Howe Street
Racine, WI 53403
Tel: (262) 260-2000
Website : www.scjohnson.com
Sales: \$4.5 billion
SALES: \$4.5 billion (estimated) for the year...

...Estee Lauder Companies, Inc.

767 Fifth Avenue
New York, NY 10153
Tel: (212) 572-4200
Website : www.elcompanies.com
Sales: \$4.36 billion
SALES: \$4.36 billion. Net income: \$314 million...

...portfolio that, the company insists, energizes the staff and gets them to think about products, **marketing** and distribution in new ways. These new ways of thinking have helped the company to...

...execute our strategies. We will continue to benefit from a combination of global distribution, superior **marketing** and a promising ...

Products, Inc.

1345 Avenue of the Americas
New York, NY 10105
Tel: (212) 282-5000
Website : www.avon.com
Sales: \$3.53 billion
SALES: \$3.53 billion for cosmetics, fragrances and...

...Africa; Dennis Ling, group vice president, finance and treasurer; John Owen, group vice president, finance.

MARKETING DIRECTORS: U.S.--Bob Briddon, group vice president, U.S. **marketing** ; Joseph Hawley, group vice president, U.S. beauty **marketing** ; Vanessa Reggiardo, vice president, U.S. beauty **marketing** & regional **marketing** integration; Sally Haigh-Alex, vice president, **marketing** & design, Beauty Plus & Beyond. Global--Virginia Pagetti, vice president, global **marketing** ; Leela Grammenidou, executive director, color/skin care; Louise Butler, executive director, fragrance/personal care.

MAJOR...and French distribution operations were transferred to Germany. The region also introduced a cluster-style **marketing** management structure for Italy, Germany and France, which should generate future savings to fund investments...

...added.

SIX

The Clorox Company
1221 Broadway
Oakland, CA 94612-1888
Tel: (510) 271-7000
Website : www.clorox.com
Sales: \$2.65 billion

SALES: \$2.65 billion (includes charcoal products). Corporate...

...Peiros, group vice president; Charles Schneider, vice president, business development; George C. Roeth, vice president, **marketing** ; Wayne L. Delker, vice president, research and development; Daniel G. Simpson, vice president, strategy and...margins.

SEVEN

Intimate Brands, Inc.
Three Limited Parkway
Columbus, Ohio 43230
Tel: (614) 415-8000
Website : www.intimatebrands.com
Sales: \$2.36 billion

SALES: \$2.36 billion (retail) for Bath & Body...

...J. Turney, president and chief executive officer, Victoria's Secret Direct; Edward G. Razek, chief **marketing** officer and president, brand and creative services.

MAJOR PRODUCTS: Victoria's Secret Beauty--Dream Angels...Ecolab Inc.
370 Wabasha Street North
St. Paul, MN 55102-1390
Tel: (651) 293-2233
Website : www.ecolab.com
Sales: \$2.26 billion

SALES: \$2.26 billion. Net income: \$206 million...

Alberto-Culver Company
2525 Armitage Avenue
Melrose Park, IL 60160-1163
Tel: (708) 450-3000
Website : www.alberto.com
Sales: \$2.2 billion

SALES: \$2.2 billion for personal care products...

...North America.

CHIEF SCIENTIFIC OFFICER: John Berschied Jr., group vice president, worldwide, research and development.

MARKETING DIRECTORS: James Gonzalez, vice president, North America, skin care; James Marino, group vice president, hair...

...Sara Lee Corporation
Three First National Plaza
Chicago, IL 60602-4260
Tel: (312) 726-2600
Website : www.saralee.com
Sales: \$2.15 billion

SALES: \$2.15 billion for household and personal...

Myers Squibb Company
345 Park Avenue
New York, NY 10154-0037
Tel: (212) 546-4000
Website : www.bms.com
Sales: \$2.1 billion

SALES: \$2.1 billion for beauty care products...

...all.

TWELVE

Alticor Inc.

7575 Fulton East
Ada, MI 49355-0001
Tel: (616) 787-1000
Website : www.alticor.com
Sales: \$2.04 billion

SALES: \$2.04 billion (retail) for household and...

...Andel, chairman and Dick DeVos, president.

CHIEF SCIENTIFIC OFFICER: Greg Evans, vice president, product development.

MARKETING DIRECTOR: Michael Norris, vice president, central marketing and sales.

MAJOR PRODUCTS and BRAND MANAGERS: Home Care--Jim Wood, brand manager; Home Business...America).

COMMENTS: Alticor Inc. is the parent company of Access Business Group Inc., Amway Corp., **Quixtar** Inc. and Pyxis Innovations Inc. Access is a business services company specializing in the manufacture...

...world's leading direct selling brands and distributes some of the products made by Access. **Quixtar** is a leading e-business in North America and also distributes some of the products...

...Coty, Inc.

1325 Avenue of the Americas
New York, NY 10019
Tel: (212) 479-4300
Website : www.coty.com
Sales: \$1.8 billion

SALES: \$1.8 billion for the year ended...we wanted every aspect of the product to provoke thought--from its design to its **marketing** ." He said the company's goal is to "find the next generation of product designers...

...FOURTEEN

Johnson & Johnson
One Johnson & Johnson Plaza
New Brunswick, NJ 08933
Tel: (732) 524-0400
Website : www.jnj.com
Sales: \$1.5 billion

SALES: \$1.5 billion for personal care products...

...future.

FIFTEEN

Revlon, Inc.
625 Madison Ave.
New York, NY 10022
Tel: (212) 527-4000
Website : www.revlon.com
Sales: \$1.49 billion

SALES: \$1.49 billion. Net loss: \$130 million...

...and global general manager, Almay and portfolio brands; Larry Aronson, president, North America sales, customer **marketing** and business development.

MAJOR PRODUCTS: Cosmetics, skin care, hair care and fragrances sold under such...The Dial Corporation

15501 North Dial Boulevard
Scottsdale, AZ 85260-1619
Tel: (480) 754-3425
Website : www.dialcorp.com
Sales: \$1.4 billion

SALES: \$1.4 billion for household and personal...

Blyth Industries, Inc.

1 E. Weaver St.
Greenwich, CT 06830-6451
Tel: (203) 661-1926
Website : www.blythindustries.com
Sales: \$1.2 billion
SALES: \$1.2 billion. Net income: \$79.5...tie)

Mary Kay Inc.

16251 Dallas Parkway
Addison, TX 75001
Tel: (972) 687-6300
Website: www.marykay.com
Sales: \$1.2 billion
SALES: \$1.2 billion.
KEY PERSONNEL: Mary Kay Ash...

...chief information officer; Lisa Cohorn, director, product development; Rhonda Shasteen, vice president, core business marketing; Myra Barker, executive vice president, chief scientific officer.

MAJOR PRODUCTS: Skin care, color cosmetics and personal...

...online, generating 65% of revenue. At the In Touch portion of the Mary Kay website (www.marykayintouch.com), beauty consultants can place orders directly to the company.

In an effort to...

...16th Street

P.O. Box 902
Sturtevant, WI 53177-0902
Tel: (262) 631-4001
Website: www.jwp.com
Sales: \$1.1 billion
SALES: \$1.1 billion (estimated) for the year ended...

...Mike Bailey, senior vice president and chief financial officer.

CHIEF SCIENTIFIC OFFICER: Ramon Llendo. MARKETING DIRECTOR :
Brigitte Brozenek.

MAJOR PRODUCTS: Floor care, restroom care, food safety and laundry care products for...

...Inc.

235 East 42nd Street
New York, NY 10017-5755
Tel: (212) 573-2323
Website: www.pfizer.com
Sales: \$1 billion
SALES: \$1 billion (estimated) for oral care and personal care...

...ONE

The Gillette Company
Prudential Tower Building
Boston, MA 02199
Tel: (617) 421-7000
Website: www.gillette.com
Sales: \$978 million

SALES: \$978 million for personal care products. Corporate sales: \$9

...Drug, Inc.

257 Cornelison Avenue
Jersey City, NJ 07302-9988
Tel: (201) 434-3000
Website: www.blockdrug.com
Sales: \$690 million

SALES: \$690 million (estimated) for personal care products.

Corporate sales...

...than 100 countries, the company employs approximately 3000 people in R&D, sales and marketing, **manufacturing** and distribution.

TWENTY THREE

Church & Dwight, Inc.
469 North Harrison Street
Princeton, NJ 08543
Tel: (609) 683-5900
Website: [www .churchdwight.com](http://www.churchdwight.com)
Sales: \$634 million

SALES: \$634 million for consumer products. Corporate sales: \$796 million...aimed at 15-34 year olds with promotional support that included college sampling and website **promotion** . Also in the third quarter, the company introduced Dental Care Kids gum, a sugar-free...

...FOUR

Schering-Plough Corp.
One Giralda Farms
Madison, NJ 07940
Tel: (973) 822-7000
Website: [www .schering-plough.com](http://www.schering-plough.com)
Sales: \$547 million

SALES: \$547 million for foot and sun care products...

...NSI Center

1420 Peachtree Street, NE
Atlanta, GA 30309-3002
Tel: (404) 853-1000
Website: [www .nationalservice.com](http://www.nationalservice.com)
Sales: \$511 million

SALES: \$511 million for specialty chemicals. Corporate sales: \$2.6

...

...Group; Sam Daniels, executive vice president, Zep Manufacturing.

CHIEF SCIENTIFIC OFFICER: Dr. Stan Weller.

MARKETING DIRECTOR : Val Mathis, vice president, marketing.

MAJOR PRODUCTS: Hand care products, car wash products, solvents, lubricants, penetrants, general purpose cleaners, sanitizers, disinfectants ...into the \$800 million professional car wash market," said Oren Lewin, Armor All's marketing **director** . "This market is growing at a rate of 10% a year, and the NSI sales...

...SIX

Nu Skin
75 W. Center Street
Provo, UT 84601
Tel: (801) 345-1000
Website: [www .nuskin.com](http://www.nuskin.com)
Sales: \$449 million

SALES: \$449 million for personal care products. Corporate sales: \$880...

...Grant Pace, president; Sidney R. Henderson, chief operating officer; Lori Bush, vice president, product marketing.

CHIEF SCIENTIFIC OFFICERS: Jan Lephart, senior director of research and development; Scott Whittier, senior director of technical affairs.

MARKETING DIRECTORS : Kara Schneck, director of global marketing **communications** ; Elizabeth Thibaudeau, director of brand management.

MAJOR PRODUCTS and MARKETING DIRECTORS : Treatment--Paul Haacke; Face, body and sun--Melissa Smith; Epoch--Mario Wilcock; Color, hair and including product management, marketing, **manufacturing** operations, research and development and quality control. She joined Nu Skin as vice president of marketing in 2000. Prior to that, she was with Johnson &

Johnson where she served as worldwide executive...

...skin care ventures and for its subsidiary, Neutrogena Corp., as vice president of professional marketing.

TWENTY SEVEN

Elizabeth Arden
14100 NW 60th Avenue
Miami Lakes, Florida 33014
Tel: (305) 818-8000
Website: [www .elizabetharden.com](http://www.elizabetharden.com)
Sales: \$382 million

SALES: \$382 million for the year ended Jan. 31, 2001...

...and chief financial officer; Paul West, chief operating officer; Gretchen Goslin, executive vice president marketing.

MAJOR PRODUCTS: Fragrances including Elizabeth Taylor's White Diamonds and Passion, Red Door, Green Tea, 5th...

...TWENTY EIGHT

NCH Corporation
2727 Chemsearch Blvd.
Irving, TX 75062
Tel: (972) 438-0211
Website: [www .nch.com](http://www.nch.com)
Sales: \$381 million

SALES: \$381 million for chemicals sold to industrial and institutional...

...NINE

Gap, Inc.
One Harrison Street
San Francisco, CA 94105
Tel: (415) 427-2000
Website: [www .gapinc.com](http://www.gapinc.com)
Sales: \$350 million

SALES: \$350 million (estimated, retail) for cosmetics, toiletries and fragrances...responsible for Gap operations worldwide, including store operations, distribution, real estate and finance. Merchandising, marketing and planning functions will continue to report to Mr. Pilot.

As of June 2, Gap Inc...

...Yankee Candle Company Inc.

102 Christian Lane
Whately, MA 01093
Tel: (413) 665-8306
Website: [www .yankeecandle.com](http://www.yankeecandle.com)
Sales: \$339 million

SALES: \$339 million. Net income: \$43.6 million

KEY PERSONNEL...

...locations nationwide. The company also sells its products through direct mail catalogs, its internet website, [www .yankeecandle.com](http://www.yankeecandle.com), international distributors and its distribution center in the UK.

Yankee Candle opened 45...

...who retired. Mr. Rydin, 49, has nearly 30 years of management and consumer products marketing **experience**. He served as president of the Away From Home food services and Godiva Chocolatier divisions...

...Jafra Cosmetics International

2451 Townslake Road
Westlake Village, CA 91361
Tel: (805) 449-3000
Website: [www .jafra.com](http://www.jafra.com)
Sales: \$324 million

SALES: \$324 million. Net income: \$6.3 million.

KEY PERSONNEL...Playtex Products, Inc.
300 Nyala Farms Road
Westport, CT 06880
Tel: (203) 341-4600
Website: [www .playtexproducts.com](http://www.playtexproducts.com)
Sales: \$320 million

SALES: \$320 million (estimated) for personal care and household products...

...Paul Mitchell Systems
9701 Wilshire Boulevard
Beverly Hills, CA 90212
Tel: (310) 248-3888
Website: [www .paulmitchell.com](http://www.paulmitchell.com)
Sales: \$300 million
SALES: \$300 million (estimated).
KEY PERSONNEL: John Paul DeJoria, chairman...

...FOUR
Chattem, Inc.
1715 W. 38th Street
Chattanooga, TN 37409
Tel: (423) 821-4571
Website: [www .chattem.com](http://www.chattem.com)
Sales: \$253 million
SALES: \$253 million. Net loss: \$1.6 million for the...

...Alexander Taylor II, president and chief operating officer; Andrea M. Crouch, vice president, toiletries marketing; Ron Galante, vice president, new business development; Richard W. Kornhauser, vice president, OTC and Sunsource marketing; Robert S. Marshall, vice president, marketing; Elaine M. Morefield, vice president, research and development.
MAJOR PRODUCTS: Toiletries--Phisoderm and Mudd Masque skin...

...the launch of Gold Bond Fragrance Free Lotion, a colder winter and an enhanced marketing program .

THIRTY FIVE
USA Detergents, Inc.
1735 Jersey Ave.
North Brunswick, NJ 08902
Tel: (732) 828...

...SIX
Del Laboratories, Inc.
178 EAB Plaza
Uniondale, NY 11556
Tel: (516) 844-2020
Website: [www .dellabs.com](http://www.dellabs.com)
Sales: \$229 million
SALES: \$229 million for cosmetics. Corporate sales: \$295 million.
Net...

...Vialardi, executive vice president and chief financial officer; William H. McMenemy, executive vice president, marketing, cosmetics division; Harvey P. Alstodt, executive vice president, sales, cosmetics division, North America.
MAJOR PRODUCTS: Sally...

...Herbalife International
1800 Century Park East
Los Angeles, CA 90067
Tel: (310) 410-9600
Website: [www .herbalife.com](http://www.herbalife.com)
Sales: \$201 million

SALES: \$201 million (retail) for personal care products: Corporate sales...

...Inc.

1345 Avenue of the Americas
New York, NY 10105
Tel: (212) 339-5000
Website: [www .carterwallace.com](http://www.carterwallace.com)
Sales: \$192 million

SALES: \$192 million (estimated) for personal care products.

Corporate sales...NINE

Nexus Products Company
82 Coromar Drive
Goleta, CA 93177
Tel: (805) 968-6900
Website: [www .nexusproducts.com](http://www.nexusproducts.com)
Sales: \$180 million

Sales: \$180 million (estimated).

MAJOR PRODUCTS: Professional hair care and...

...FORTY

Liz Claiborne, Inc.
1441 Broadway
New York, NY 10018
Tel: (212) 354-4900
Website: [www .lizclaiborne.com](http://www.lizclaiborne.com)
Sales: \$175 million

SALES: \$175 million (estimated) for fragrances, bath and body care

...

...brands that have also proven remarkably successful. We invented our own formula for marketing to young people and made it work, not once, but four times in five years."

Most...

...Cosmetics Company, Inc.

100 Porete Avenue
North Arlington, NJ 07031
Tel: (201) 998-8890
Website: [www .amcosmetics.com](http://www.amcosmetics.com)
Sales: \$165 million

SALES: \$165 million (estimated).

KEY PERSONNEL: Arne Zimmerman, president and...

...Turtle Wax, Inc.

5655 W. 73rd St.
Chicago, IL 60638
Tel: (708) 563-3600
Website: [www .turtlewax.com](http://www.turtlewax.com)
Sales: \$160 million

SALES: \$160 million (estimated), for the year ended Oct. 31...

...THREE

Conair Corporation
I Cummings Point Road
Stamford, CT 06904
Tel: (203) 351-9000
Website: [www .conair.com](http://www.conair.com)
Sales: \$157 million

SALES: \$157 million for personal care products. Corporate sales: \$928...

...Jr., senior vice president, professional, Rusk, Babyliss Pro; Ken Russo, vice president, sales and marketing, professional products.

CHIEF SCIENTIFIC OFFICERS: Dr. Jules Nachtigal, vice president, research and development; Dr. Lou Salce, vice president, chemical product

development.

MARKETING DIRECTORS : Tony D'Ascenzo, director, business development, liquids sales and operations; Joni Bologna, manager, marketing, **professional** division; Jaime Morozowski, vice president, marketing, **retail** toiletries division.

MAJOR PRODUCTS and **PRODUCT MANAGERS**: Beyond the Zone, Beyond Belief and Just Wonderful...

...WD-40 Company

1061 Cudahy Place
San Diego, CA 92110
Tel: (619) 275-1400
Website: [www .wd40.com](http://www.wd40.com)
Sales: \$153 million

SALES: \$153 million. Net income: \$21 million for the year...

...finance, chief financial officer and treasurer; Graham P. Milner, senior vice president, sales and marketing; **Geoffrey** J. Holdsworth, managing director, Australia; William B. Noble, managing director, UK; Michael J. Irwin, vice president-marketing, **The Americas**.

MAJOR PRODUCTS: WD-40 lubricant, Lava heavy duty hand cleaner and 3-in-One...to see growth in each of these brands.

The combined company will have two marketing **groups** , the do-it-yourself group handling WD-40, 3-In-One Oil, Lava and Solvol...

...FORTY SIX

Bonne Bell, Inc.
18519 Detroit Avenue
Cleveland, OH
Tel: (216) 221-0800
Website: [www .bonnebell.com](http://www.bonnebell.com)
Sales: \$105 million

SALES: \$105 million (estimated).

KEY PERSONNEL: Jess A. Bell Jr...

...SEVEN

Inter Parfums
551 Fifth Avenue
New York, NY 10176
Tel: (212) 983-2640
Website: [www .interparfumsinc.com](http://www.interparfumsinc.com)
Sales: \$101.6 million

SALES: \$101.6 million. Net income: \$6.6 million...

...vice president and chief financial officer; Bruce Elbilia, executive vice president, international sales and marketing; **Wayne** C. Hamerling, executive vice president, sales.

MAJOR PRODUCTS: Fragrances and cosmetics sold under such brand...

EIGHT

State Industrial Products
3100 Hamilton Ave.
Cleveland, OH 44114
Tel: (216) 861-7114
Website: [www .stateindustrial.com](http://www.stateindustrial.com)
Sales: \$100 million

SALES: \$100 million.

KEY PERSONNEL: Hal Uhrman, chief executive officer...

...Boyle, chief financial officer.

CHIEF SCIENTIFIC OFFICER: Tammy Westerman, vice president, research and development.

MARKETING DIRECTOR : Dennis Streen, director of marketing.

MAJOR PRODUCTS: industrial and institutional cleaners.

NEW PRODUCTS: 24/7 Drain Maintenance Program, SSD3 Aerosol Degreaser

...

...Belae Brands Inc.

15458 N. 28th Ave.
Phoenix, AZ 85053
Tel: (602) 889-4800
Website: [www .belae.com](http://www.belae.com)
Sales: \$75 million

SALES: \$75 million. Net income: \$1.2 million for the...

...and chief executive officer; Paul Hansen, vice president, finance; Mark Grodsky, senior vice president, marketing.

MARKETING DIRECTOR : Tracy Olson, director of women's personal care.

MAJOR PRODUCTS: Vitabath Classic and Vitabath Essentials...

...Williams Company, Inc.

65 Harristown Road
Glen Rock, NJ 07452
Tel: (201) 251-8100
Website: [www .jbwilliams.com](http://www.jbwilliams.com)
Sales: \$71.2 million

SALES: \$71.2 million. Operating income: \$13.8 million...

...Dario U. Margve, president and chief executive officer; John Dowers, vice president, sales and marketing, **health** and personal group; Robert Sheasby, president, San Francisco Soap Co.; Kevin Hartnett, vice president, finance...

...Parlux Fragrances

3725 SW 30th Avenue
Fort Lauderdale, FL 33312
Tel: (954) 316-9008
Website: [www .parlux.com](http://www.parlux.com)
Sales: \$68.8 million

SALES: \$68.8 million. Net income: \$3.9 million...

...strategy."

CPAC, Inc.
2364 Leicester Road
Leicester, NY 14481-0175
Tel: (716) 382-3223
Website: [www .cpac-fuller.com](http://www.cpac-fuller.com)
Sales: \$60.7 million

SALES: \$60.7 million for cleaning and personal...

...SCIENTIFIC OFFICERS: Lewis Gray, vice president, operations; Edward Schiller, vice president, research and development.

MARKETING DIRECTORS : Larry Gray, vice president, consumer sales and marketing; Dolores McConnaughy, vice president, national accounts; Jay Hickson, vice president, promotions; Kate Kreger, vice president, market...stimulate our fundamental businesses."

For example, the company recently added a new e-commerce website, [www .stanleyhomeproducts.com](http://www.stanleyhomeproducts.com). The site features the complete line of Stanley products for home care, personal...

...an unwavering desire to help our customer representatives build their own business through enhanced recruiting, **retention** and sales management tools."

This year Stanley Home Products is celebrating its 70th anniversary. The...

...Cosmetics.

Blistex, Inc.
1800 Swift Drive
Oak Brook, IL 60523

Tel: (630) 571-2870

Website: [www .blistex.com](http://www.blistex.com)

Sales: \$59 million

SALES: \$59 million for the year ended June 30, 2000...

...Arch, chairman and chief executive officer; Richard K. Green, president; Michael Donnantuono, vice president, marketing.

MAJOR PRODUCTS: Blistex lip care, ointments, balms and medicated items, Stri-Dex acne treatments.

COMMENTS: Privately...

...in 1947.

BeautiControl Cosmetics

2121 Midway Road

Carrollton, TX 75006

Tel: (972) 458-0601

Website: [www .beauticontrol.com](http://www.beauticontrol.com)

Sales: \$53 million

SALES: \$53 million (estimated).

KEY PERSONNEL: Jinger Heath, chairman and...

...Inc.

P.O. Box 26511

Daytona Beach, FL 32125-5111

Tel: (386) 677-9559

Website: [www .htropic.com](http://www.htropic.com)

Sales: \$50 million

SALES: \$50 million (estimated).

KEY PERSONNEL: Ron Rice, owner and...

...executive vice president, finance; Larry Adams, executive vice president, legal counsel.

VICE PRESIDENT OF MARKETING: Shelly Coluccio.

SENIOR PRODUCT MANAGER and MAJOR PRODUCTS: Stephanie Mellenberndt, Classic Tanning (Dark Tanning Oil, Dark...

...CCA Industries

200 Murray Hill Pkwy.

East Rutherford, NJ 07073

Tel: (201) 330-1400

Website: [www .ccaindustries.com](http://www.ccaindustries.com)

Sales: \$38.5 million

SALES: \$38.5 million. Net loss: \$700,000 for...

...s Liquid Gold-Inc.

4880 Havana Street

Denver, CO 80239

Tel: (303) 373-4860

Website: [www .scottsliquidgold.com](http://www.scottsliquidgold.com)

Sales: \$31.5 million

SALES: \$31.5 million.

KEY PERSONNEL: Mark Goldstein, president...

...chief executive officer; Jeff Johnson, treasurer and chief financial officer; Jeff Hinkle, vice president, marketing.

CHIEF SCIENTIFIC OFFICER: Eileen ...The Stephan Co.

1850 McNab Rd.

Fort Lauderdale, FL 33309

Tel: (954) 971-0600

Website: [www .thestephanco.com](http://www.thestephanco.com)

Sales: \$31.1 million

SALES: \$31.1 million. Net income: \$600,000.

KEY...

...The Lamaur Corporation

5601 East River Road
Fridley, MN 55432
Tel: (763) 572-2999
Website: www.lamaur.com
Sales: \$25 million
SALES: \$25 million. Net loss: \$3 million.
KEY PERSONNEL: Lawrence...

...Olson, vice president, finance.

CHIEF SCIENTIFIC OFFICER: Alvin Hujanen, director of research and development.

MARKETING DIRECTOR : Bruce Desonne, vice president, marketing and operations.

MAJOR PRODUCTS and PRODUCT MANAGER: Willow Lake, Style, Salon Style Design Elements and B...

...Minnetonka Brands, Inc.

7665 Commerce Way
Eden Prairie, MN 55344
Tel: (952) 949-6400
Website: www.byminnetonka.com
Sales: \$23 million
SALES: \$23 million for the year ended Aug. 31, 2000...

...Ron Williams, president and chief executive officer; Michael Piff, executive vice president, sales and marketing; Steve Storebo, director of operations; Tim Kraus, chief financial officer.

CHIEF SCIENTIFIC OFFICER: Dan Kotecki.

MARKETING DIRECTOR : Julie Beno.

MAJOR PRODUCTS and PRODUCT MANAGERS: Village Naturals--Lauren LaRosa; Foamy Friends, Sesame Street...body lotion (\$20) and 50ml deodorant (\$15).

RELATED ARTICLE: Wehling To Retire as Global Marketing and Government Relations Officer

ROBERT L. WEHLING, 62, global marketing and government relations officer, will retire on August 10, after more than 41 years of service...

...s retirement, James R. Stengel, 46, currently vice president, global baby care strategic planning, marketing and new business development, was elected global marketing officer , effective August 1, 2001.

"Bob Wehling has been a true leader and innovator in developing...

...our community."

In a presentation to analysts on June 15, Mr. Stengel outlined a marketing approach for P&G that includes targeting prime prospect consumers (through the use of the internet...

...parents to use a wipe every time they change a diaper) and retail co-marketing (creating customized reports and marketing programs for retailers).

"Jim Stengel is superbly suited to be P&G's global marketing officer . Jim's 18 years with the company include marketing experience across our food, cosmetics, and baby care businesses. Running businesses both in the U.S....

...and lead a diverse organization. In addition, his strong commitment to training within the marketing organization will ensure that our people have the skills to meet the needs of our consumers...

...have Estee Lauder Companies' brands operate globally with a single vision and a unified marketing strategy . The new structure aligns the marketing responsibilities with the corporate support groups to advance the company's plans to be the world...

...He will collaborate closely with the three other group presidents to integrate all global marketing **strategies** in
INDUSTRY NAMES: ADV (Advertising, **Marketing** and Public Relations); BUSN (Any type of business); CHEM (Chemicals, Plastics and Rubber); CONT (Containers...
)

6/3,K/4 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

06775329 Supplier Number: 57011617 (USE FORMAT 7 FOR FULLTEXT)

NON-PROFITS, AUTOS MAKE ECHO NOISE (1/2).

Urresta, Lixandra

Advertising Age, pS4

Oct 18, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1803

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...ever-more personalized letters, has the greatest number of finalists in this year's Direct **Marketing** Association's 70th Annual International Echo Awards. Automotive, finding creative ways to get consumers to...

... DMA's 82nd annual conference. Finalists, with agency success claims, include:

AUTOMOTIVE

Agency: McCann Relationship **Marketing** , New York

Advertiser: General Motors Corp.: Buick Motor Division

Campaign: ``Interchange-Buick Relationship **Marketing** ''

Buick got a big boost in sales when it sent personalized mailings that allowed consumers...

...one-to-one communication sold some 20,000 Buicks for \$494 million.

Agency: McCann Relationship **Marketing** , New York

Advertiser: General Motors Corp.: Pontiac/GMC

Campaign: ``Envoy''

With no models in stock...

...buying the SUV. The campaign generated almost \$70 million in profit.

Agency: M/S Database **Marketing** , Los Angeles

Advertiser: American Isuzu Motors

Campaign: ``Isuzu VehiCross Launch''

Relying on Isuzu owners who...

...game. Nearly all 120,000 targeted IT managers from 32 countries flocked to the 3Com **website** after being invited to play via e-mail, Internet advertising and traditional mailings sent in...

...Corp.

Campaign: ``Intel's ArtMuseum.net''

The computer chip maker advertised its new art museum **Website** solely on the Internet. By targeting art lovers, educators and techies on other sites, Intel...

...its six biggest competitors. The \$30,000 strategy secured 407 new employees and bypassed expensive **recruiter** fees.

COMMUNICATIONS & UTILITIES

Agency: DNA Studio, Los Angeles

Advertiser: Columbia TriStar Interactive

Campaign: ``The Mask of Zorro''

Columbia capitalized on Zorro's mass appeal by promoting the movie's

Website in newspapers, outdoor and click-thru Web banners. Result: Six million Zorro-lovers visited to...

...before travelers headed to their terminals. Chock full of information about potential country locations, the **Website** distributed 3 million phone numbers to consumers still in the trip-planning stage.

CONSUMER SERVICES...

...a sales hike of 43% over the 1998 catalog.

DIRECT RESPONSE SALES

Agency: AGA Catalog **Marketing** & Design, New York

Advertiser: Spiegel

Campaign: ``Elements Exclusively Spiegel''

Taking advantage of the latest consumer...

...by 300%.

Agency: C-E Communications, Digital Solutions Group, Warren, Mich.

Advertiser: Amway Corp.

Campaign: `` **Quixtar** Countdown **Website** ''

Designed in two and a half weeks for \$50,000, the vibrant, engaging **Website** for Amway's new Internet-based business, **Quixtar** , attracted one million hits in the first month and continues to receive 30 million monthly visits.

Agency: McCann Relationship **Marketing** , New York

Advertiser: Ethicon Endo-Surgery

Campaign: ``Tiny Breakthrough''

Pharmaceutical direct-to-consumer advertising is...delivery service-a tactic never before successful with charities. The clinic made it work by **recruiting** local volunteer supporters to encourage neighborly cooperation. The average gift doubled.

Agency: Russ Reid Co...

...Food Network and direct mail to former customers. Orders via a toll-free number and **Website** increased by 300% and brand awareness shot up 72%.

PUBLISHING

Agency: Rodale's (In House...

...new subscriptions with its attention-grabbing You Can Do It action lists.

RETAIL

Agency: Carlson **Marketing** Group, Minneapolis

Advertiser: Hallmark Cards

Campaign: ``Hallmark Gold Crown Card Program''

The greeting card company...

INDUSTRY NAMES: ADV (Advertising, **Marketing** and Public Relations); BUSN (Any type of business)

?

T S5/3,K/ALL

5/3,K/1 (Item 1 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
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01993940 50614826

Shhhhhh! Amway's on the Web

Elkind, Peter

Fortune v141n5 PP: 76 Mar 6, 2000

ISSN: 0015-8259 JRNL CODE: FOR

WORD COUNT: 604

COMPANY NAMES:

... Quixtar

...ABSTRACT: pitch about enlisting friends and family to buy consumer products from an online outfit called **Quixtar**, receiving a piece of anything those friends and family bought, the scheme sounds like Amway...
...TEXT: spoke about enlisting friends and family to buy consumer products from an online outfit called **Quixtar**. We'd get a piece of anything they bought. And as their friends shopped, we...

...Amway's foray into e-commerce. And our friends weren't the only ones downplaying **Quixtar**'s distinctly uncool heritage. If you're not a devotee of such workaday goods as...

...Meals, you might not even notice the connection. It takes some deep clicking on the **Quixtar** Website (look under "Privacy Policy") to locate an acknowledgment that the billionaire Michigan families who...

...Amway reps bending ears about L.O.C. Multi-Purpose Cleaner.

Yet it is on **Quixtar**, just five months old, that the DeVos and Van Andel families are betting the future...

...in an attempt to distance itself from its dowdy and controversial image, it has launched **Quixtar** as a separate business.

While **Quixtar** showcases Amway products on its site, it also sells an array of general consumer goods. **Quixtar** embraces Amway's trademark "multilevel" marketing channel, where self-employed distributors profit by recruiting both new customers and new reps. But in both categories it is chasing a younger, more affluent audience. While **Quixtar** is exploiting Amway's strengths-- including an enormous manufacturing and distribution structure--it is also...

...officer Doug DeVos, youngest son of the company's co-founder. DeVos says he expects **Quixtar**, already claiming revenues of more than \$2 million a week, to be "half of our..."

...force, eager for its own Web riches. (Amway is letting its reps sell through Amway, **Quixtar**, or both.) Amway has always relied on its reps to use personal relationships to pitch...

...media advertising, which Amway has generally avoided--and reconsideration of its entire pricing structure. While **Quixtar**'s shopping-club structure offers incentives, its regular prices for both Amway products (a tube...

...copy of A Bug's Life, \$15.96 at Kbkids.com, is \$26.99 at **Quixtar**) remain daunting. DeVos readily acknowledges that Amway will have to confront such issues head-on...

...in cyberspace as it does around the water cooler.

The odd product names and pyramid **marketing** reveal **Quixtar** 's heritage.

5/3,K/2 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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01955514 46490862

Amway's new net persona

Buss, Dale

Upside v11n12 PP: 98-102 Dec 1999

ISSN: 1052-0341 JRNL CODE: UPS

WORD COUNT: 1925

COMPANY NAMES:

Quixtar ...

...ABSTRACT: the testimonials by the thousands and, potentially, hundreds of thousands, and it is clear why **Quixtar** , Amway's e-commerce site, has quickly built a buzz since its debut. By the end of its second week online, **Quixtar** had become the fifth most popular e-commerce site, according to PC Data Online. This...

...exceeded internal expectations at Amway, the irrepressible, privately held brand-name direct-seller that controls **Quixtar** . But the grass-roots push that seems to have helped **Quixtar** get off the ground may also carry within it the seeds of tougher times ahead for its business. That is because **Quixtar** essentially is Amway online, meaning that the business also brings to cyberspace much of Amway...

TEXT: The evangelical retailer hopes to shed its image with **Quixtar** .

Mike Conner has plenty to do as president of the Internet division of **marketing** company MCI/CK2, but he's always been intrigued by the riches surrounding multilevel **marketing** . So even before Amway launched its new **Quixtar** e-commerce site in September, Conner paid \$100 to become an independent business operator, eligible to get rebates on all the diapers, clothing, toilet paper and mouthwash he buys from **Quixtar** . And he can generate income from the purchases of the "downliners" he **recruits** for the next layer of the sales pyramid.

After casually spreading the word among friends...

...s generating income of \$400 a month.

At the same time, doing business under the **Quixtar** banner has allowed him to remain dissociated from the Amway brand, which he maintains "has...

...the "old Amway" representatives pursued the same method of pyramiding leads now being used by **Quixtar** .

" **Quixtar** has introduced me and my wife to a whole new group of people who are...

...such testimonials by the thousands and, potentially, hundreds of thousands, and it's clear why **Quixtar** has quickly built a buzz since its debut. By the end of its second week online, **Quixtar** had become the fifth most popular e-commerce site, according to PC Data Online. This...

...exceeded internal expectations at Amway, the irrepressible, privately held brand-name direct-seller that controls **Quixtar** . In fact, so many surfers were trying to access **Quixtar** that its servers were jammed through the end of September.

The Amway Baggage

"We're getting about 20 million page views a day," reported John Parker, **Quixtar** 's director of business operations, in late September.

Amway's Ken McDonald bets on a dean slate.

But the grass-roots push that seems to have helped **Quixtar** get off the ground also may carry within it the seeds of tougher times ahead for its business. That's because **Quixtar** essentially is Amway online, meaning that the business also brings to cyberspace much of Amway's baggage: concerns about the legitimacy of its **marketing** method and the messianic breathlessness with which Amway's independent business operators, or IBOs, deliver their pitch to anyone who will listen-often to the listener's dismay. Whether **Quixtar** ultimately proves to be Amway in virtual clothing will be critical in determining its longterm success.

There are other uncertainties surrounding **Quixtar** 's prospects for growth, including its startup difficulties, a surprisingly narrow list of product offerings and the fact that the company is challenging formidable competitors across the e-commerce sector. " **Quixtar** is starting from scratch in a very competitive environment," notes Blaine Mathieu, an e-commerce...

...and SA8 laundry detergent, and distributing these goods via a highly refined multilevel, or pyramidal, **marketing** system in which the success of every distribution agent depends not only on selling Amway products but also on **recruiting** others to do the same thing. Each participant then receives a commission on sales by...

...as therapeutic magnets, they concede that it might only be a year or two before **Quixtar** outstrips Amway's sales.

"Revenues already are running at about twice what we expected," says Ken McDonald, **Quixtar** 's senior VP and managing director of North American business for Amway. While declining to provide figures, McDonald is happy to explain **Quixtar** 's business model: "We're calling our approach 'tri-digital commerce! There's a tremendous...

...chance for people to have their own Web-based businesses."

Unlike the traditional Amway business, **Quixtar** emphasizes the availability of non-- Amway products-up to 1,000 national brand names in...

...produces time-management accoutrements; and outdoors outfitter Bass Pro Shops. Members pay \$20 to join **Quixtar** and are eligible for discounts and "Q...

...credits" that can be redeemed for merchandise or converted into frequent-flier miles..

Portal Strategy

Quixtar aims to become not just a shopping site, but a portal site like Yahoo or...

...fill out 11 personal assessments" of their eating habits, stress factors and overall lifestyle, which **Quixtar** analyzes and responds to with "a personalized portfolio of suggested products."

For **Quixtar** to be successful, Amway is counting on the enthusiasm of the independent distributors who made...them last summer, Amway's online orientations were among the broadest private Webcasts to date.

Quixtar is also sweetening the pot in an effort to guarantee both a huge emigration of Amway IBOs, as well as new **recruits** such as Internet-company executive Conner. Unlike Amway, **Quixtar** pays commissions

to IBOs on goods ordered from its merchant partners, as well as on Amway-branded items. Even when consumers reach **Quixtar** 's site without the help of an IBO, the company assigns some profits to its...

...for special incentives, such as travel discounts, if they bring a lot of business to **Quixtar** .

"A lot of these extra opportunities don't exist with Amway," says Claire Zevalkink, **Quixtar** 's director of **marketing** . "This is the opportunity to own your own Internet business and be backed by the company while you're doing it."

Ken Harris, a partner with **marketing** and sales consulting firm Cannondale Associates, agrees that the prospect of owning an Internet business...

...own decisions."

Robin Luymes, an Amway spokesman, noted that IBOs' chat-'em-up means that **Quixtar** doesn't have to do much advertising online or offline: "A lot of Internet sites talk about being 'sticky' and their ability to attract and keep visitors. **Quixtar** will have a key strategic advantage in terms of being sticky because our IBOs will be continually promoting it to friends and family."

More Effective Alienation?

At the same time, **Quixtar** 's determination to transfer the Amway IBO model onto the Web carries huge inherent risks. The most significant is that the reach of the Internet will simply give **Quixtar** 's representatives a quicker, more effective way to alienate people who aren't interested in becoming **Quixtar** customers or **recruits** . While the Federal Trade Commission ruled 20 years ago that Amway's business model is legitimate because it focuses on product sales rather than **recruiting** per se, company reps seem to create ambivalence wherever they go. China, for example, will...

...Walsh, author of *You Can't Cheat an Honest Man*, a new book about multilevel **marketing** . "But they wanted to try to start fresh with a market that has proven skeptical..."

...long time, Walsh says, Amway has "walked the line about what is legal in multilevel **marketing** , though they've always stayed on the right side of the line. They're the..."

...basically that anything more aggressive than Amway is prosecutable, and anything less isn't."

Some **Quixtar** IBOs are already using pitches that are reminiscent of Amway tactics that have already turned off many potential **recruits** and customers: for example, promising downliners thousands of dollars of easy cash a month. Zevalkink defends the practice, noting that while **Quixtar** reps are directed only to make income representations about their own experience, "we've got..."

...of excited, enthusiastic IBOs that have dreams, and that's part of the success of **Quixtar** ."

A Better Fit Online

But analysts point out that the strategy of giving customers incentives...

...nearly as unusual online as it is in the traditional marketplace. That's because affiliate **marketing** and viral **marketing** are aspects of many ecommerce strategies, ranging from Ebates.com to Delias.com, a site...

...for Jupiter Communications, points out that Amway's strategy differs

from the tactics of multilevel- **marketing** competitors such as Tupperware and Avon, whose online sites compete with their IBOs.

And while **Quixtar** executives swear they don't consider any single site a competitor, analysts insist that the...

...and Barrel to Nordstrom," says Dataquest's Mathieu. In just one major category, nonprescription pharmaceuticals, **Quixtar** faces a plethora of competitors, concedes Zevalkink, including Drugstore.com, Healthcentral.com, PlanetRx.com and...

...at the site also was a major snafu. May believes that it was "shameful" for **Quixtar** to be so "woefully unprepared" for the initial rush. "They knew exactly when that traffic..."

...are a lot of other places to shop."

But Cannondale's Harris points out that **Quixtar** 's model is right for the Internet. "It may not be an overnight success," he says, "but downstream, they could become extremely successful."

Mathieu agrees, saying, " **Quixtar** is starting out without any brand equity with online consumers, and so it'll be resources behind **Quixtar** ."

Quixtar

Quixtar is a site launched by Amway to extend its missionary-like person-to-person selling strategy on the Web.

Founded: 1999 (site launched Sept. 1, 1999)

URL: [www. quixtar .com](http://www.quixtar.com)

Number of employees: Parent-company Amway employs more than 12,000 people worldwide who...

5/3,K/3 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01834290 04-85281

Affiliate marketing : The future of e-commerce or another hard sell?

Tweney, Dylan

InfoWorld v21n22 PP: 55 May 31, 1999

ISSN: 0199-6649 JRNL CODE: IFW

WORD COUNT: 576

Affiliate marketing : The future of e-commerce or another hard sell?

ABSTRACT: Affiliate **marketing** is increasingly being used by such high-profile e-commerce retailers as Barnesandnoble.com. A...

...**TEXT:** management, or intellectual property lawsuits."

No, it's not cyber-Amway- this is online affiliate **marketing** , made famous by Amazon.com. The pioneering retailer of books, CDs, videos, and gifts now ...

...is Info World Electric; we sell the books we review through Amazon.com).

The affiliate **marketing** strategy is increasingly being used by such high-profile e-commerce retailers as Barnesandnoble.com...

...marketers.

Some companies have even built businesses around helping retailers set up and maintain affiliate **marketing** programs. These companies, such as BeFree (www.befree .com) and Microsoft's LinkExchange (www .linkexchange...

...want to join an array of affiliate programs at once.

This is not exactly multilevel **marketing** , because most of these programs don't pay their affiliates for **recruiting** other affiliates into the programs. But the programs do have some of the same characteristics, such as a tendency to include lots of dollar signs and exclamation points in their **marketing** materials: "Make \$\$\$ from your Web site!!!!"

At any rate, it's only a matter of time before the retailers running affiliate programs realize that providing incentives for their affiliates to **recruit** still more affiliates is one of the cheapest ways to expand the network. When that...

...will start looking like Amway online.

That is, if Amway doesn't get there first. **Quixtar** , which is under the same ownership as Amway, is conducting a "teaser" campaign for a...

...Web venture to be launched Sept. 1, 1999. It currently operates two sites, at www . **quixtar** .com and www.countdown9199 .com, which present little more than contentfree hype. But it's...

...Amway distributors, many of whom undoubtedly hope to join this new wave of online network **marketing** .

And that means it may not be too long before a friend invites you over...
...the main course and dessert, pitches you about the advantages of running your own affiliate **marketing** business on the Web.

Is Amway the future of e-commerce, or is affiliate **marketing** a horse of a different color? Write to me at dylan@infoworld.com.

Author Affiliation...

5/3,K/4 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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09086595 Supplier Number: 79162504 (USE FORMAT 7 FOR FULLTEXT)
InPhonic Taps Industry Veteran to Establish West Coast Office; Wireless Technology Firm Recruits Washington Post Editor to Spearhead Communications.
PR Newswire, pNA
Oct 16, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 799

InPhonic Taps Industry Veteran to Establish West Coast Office; Wireless Technology Firm Recruits Washington Post Editor to Spearhead Communications.

... and the public.

Kim Barnes joins InPhonic with nearly 20 years of senior sales and **marketing** management experience at some of the leading wireless, Internet and technology media companies on both...

...since its founding in 1999, InPhonic has attracted more than 200 customers, including Cisco Systems, **Quixtar** , Terra Lycos and the

Democratic National Committee. The company recently closed a \$19-million round...

5/3,K/5 (Item 2 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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08910963 Supplier Number: 77279255 (USE FORMAT 7 FOR FULLTEXT)

THE TOP 50.

BRANNA, TOM

Household & Personal Products Industry, v38, n7, p73

July, 2001

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 31057

... and Kid Fresh wipes; Beauty Care--Cosmetics, fragrances, hair care, antiperspirants and skin/beauty care **marketing** under such brands as Cover Girl, Max Factor, Hugo Boss, Head & Shoulders, Pantene Pro-V... divestitures, due to the launch of Physique in the base period. Gross margin improvements and **marketing** cost efficiency helped deliver \$243 million in net earnings, a 5% gain over the prior...

...Coloman de Hegedtis, president, Colgate-Africa/Middle East; Tarek Hallaba, president, Colgate-Central Europe/Russia.

MARKETING DIRECTORS: Seamus McBride, vice president, **marketing**, Colgate-U.S.; Michael Sload, **marketing** director, Latin America; Heiko Tietke, executive vice president, **marketing**, Europe; John Guiney, vice president, **marketing**, Asia-Pacific; Magda Mularuk, **marketing** manager, Central Europe and Russia; Stephen Burns, **marketing** director, Africa-Middle East; Suzan Harrison, vice president, general manager, U.S. oral care; Sheila...growth include creating outstanding advertising throughout the world, powerful consumer promotions and a 360 (degrees) **marketing** program. "Media is losing its impact with consumers due to diversity," explained Mr. Mark. "So...portfolio that, the company insists, energizes the staff and gets them to think about products, **marketing** and distribution in new ways. These new ways of thinking have helped the company to...

...execute our strategies. We will continue to benefit from a combination of global distribution, superior **marketing** and a promising ...Africa; Dennis Ling, group vice president, finance and treasurer; John Owen, group vice president, finance.

MARKETING DIRECTORS: U.S.--Bob Briddon, group vice president, U.S. **marketing**; Joseph Hawley, group vice president, U.S. beauty **marketing**; Vanessa Reggiardo, vice president, U.S. beauty **marketing** & regional **marketing** integration; Sally Haigh-Alex, vice president, **marketing** & design, Beauty Plus & Beyond. Global--Virginia Pagetti, vice president, global **marketing**; Leela Grammenidou, executive director, color/skin care; Louise Butler, executive director, fragrance/personal care.

MAJOR...and French distribution operations were transferred to Germany. The region also introduced a cluster-style **marketing** management structure for Italy, Germany and France, which should generate future savings to fund investments...

...Peiros, group vice president; Charles Schneider, vice president, business development; George C. Roeth, vice president, **marketing**; Wayne L. Delker, vice president, research and development; Daniel G. Simpson, vice president, strategy and...J. Turney, president and chief executive officer, Victoria's Secret Direct; Edward G. Razek, chief **marketing** officer and president, brand and creative services.

MAJOR PRODUCTS: Victoria's Secret Beauty--Dream Angels...North America.

CHIEF SCIENTIFIC OFFICER: John Berschied Jr., group vice president, worldwide, research and development.

MARKETING DIRECTORS: James Gonzalez, vice president, North America, skin care; James Marino, group vice president, hair...Andel, chairman and Dick DeVos, president.

CHIEF SCIENTIFIC OFFICER: Greg Evans, vice president, product development.

MARKETING DIRECTOR: Michael Norris, vice president, central marketing and sales.

MAJOR PRODUCTS and BRAND MANAGERS: Home Care--Jim Wood, brand manager; Home Business...America).

COMMENTS: Alticor Inc. is the parent company of Access Business Group Inc., Amway Corp., **Quixtar** Inc. and Pyxis Innovations Inc. Access is a business services company specializing in the manufacture...

...world's leading direct selling brands and distributes some of the products made by Access. **Quixtar** is a leading e-business in North America and also distributes some of the products...we wanted every aspect of the product to provoke thought--from its design to its **marketing** ." He said the company's goal is to "find the next generation of product designers...

...and global general manager, Almay and portfolio brands; Larry Aronson, president, North America sales, customer **marketing** and business development.

MAJOR PRODUCTS: Cosmetics, skin care, hair care and fragrances sold under such...chief information officer; Lisa Cohorn, director, product development; Rhonda Shasteen, vice president, core business marketing; **Myra** Barker, executive vice president, chief scientific officer.

MAJOR PRODUCTS: Skin care, color cosmetics and personal...

...Mike Bailey, senior vice president and chief financial officer.

CHIEF SCIENTIFIC OFFICER: Ramon Llendo. **MARKETING DIRECTOR** : Brigitte Brozenek.

MAJOR PRODUCTS: Floor care, restroom care, food safety and laundry care products for...than 100 countries, the company employs approximately 3000 people in R&D, sales and marketing, **manufacturing** and distribution.

TWENTY THREE

Church & Dwight, Inc.

469 North Harrison Street

Princeton, NJ 08543

Tel...Group; Sam Daniels, executive vice president, Zep Manufacturing.

CHIEF SCIENTIFIC OFFICER: Dr. Stan Weller.

MARKETING DIRECTOR : Val Mathis, vice president, marketing.

MAJOR PRODUCTS: Hand care products, car wash products, solvents, lubricants, penetrants, general purpose cleaners, sanitizers, disinfectants ...into the \$800 million professional car wash market," said Oren Lewin, Armor All's marketing **director** . "This market is growing at a rate of 10% a year, and the NSI sales...

...Grant Pace, president; Sidney R. Henderson, chief operating officer; Lori Bush, vice president, product marketing.

CHIEF SCIENTIFIC OFFICERS: Jan Lephart, senior director of research and development; Scott Whittier, senior director of technical affairs.

MARKETING DIRECTORS : Kara Schneck, director of global marketing **communications** ; Elizabeth Thibaudeau, director of brand management.

MAJOR PRODUCTS and MARKETING DIRECTORS : Treatment--Paul Haacke; Face, body and sun--Melissa Smith; Epoch--Mario Wilcock; Color, hair and including product management, marketing, **manufacturing** operations, research and development and quality control. She joined Nu Skin as vice president of marketing in 2000. Prior to that, she was with Johnson & Johnson where she served as worldwide executive...

...skin care ventures and for its subsidiary, Neutrogena Corp., as vice

president of professional marketing.

TWENTY SEVEN

Elizabeth Arden
14100 NW 60th Avenue
Miami Lakes, Florida 33014
Tel: (305) 818-8000...

...and chief financial officer; Paul West, chief operating officer; Gretchen Goslin, executive vice president marketing.

MAJOR PRODUCTS: Fragrances including Elizabeth Taylor's White Diamonds and Passion, Red Door, Green Tea, 5th...responsible for Gap operations worldwide, including store operations, distribution, real estate and finance. Merchandising, marketing and planning functions will continue to report to Mr. Pilot.

As of June 2, Gap Inc...

...who retired. Mr. Rydin, 49, has nearly 30 years of management and consumer products marketing **experience**. He served as president of the Away From Home food services and Godiva Chocolatier divisions...Alexander Taylor II, president and chief operating officer; Andrea M. Crouch, vice president, toiletries marketing; Ron Galante, vice president, new business development; Richard W. Kornhauser, vice president, OTC and Sunsource marketing; Robert S. Marshall, vice president, marketing; Elaine M. Morefield, vice president, research and development.

MAJOR PRODUCTS: Toiletries--Phisoderm and Mudd Masque skin...

...the launch of Gold Bond Fragrance Free Lotion, a colder winter and an enhanced marketing **program**.

THIRTY FIVE

USA Detergents, Inc.
1735 Jersey Ave.
North Brunswick, NJ 08902
Tel: (732) 828...

...Vialardi, executive vice president and chief financial officer; William H. McMenemy, executive vice president, marketing, **cosmetics** division; Harvey P. Alstodt, executive vice president, sales, cosmetics division, North America.

MAJOR PRODUCTS: Sally...brands that have also proven remarkably successful. We invented our own formula for marketing to young people and made it work, not once, but four times in five years."

Most...

...Jr., senior vice president, professional, Rusk, Babylliss Pro; Ken Russo, vice president, sales and marketing, **professional** products.

CHIEF SCIENTIFIC OFFICERS: Dr. Jules Nachtigal, vice president, research and development; Dr. Lou Salce, vice president, chemical product development.

MARKETING DIRECTORS : Tony D'Ascenzo, director, business development, liquids sales and operations; Joni Bologna, manager, marketing, **professional** division; Jaime Morozowski, vice president, marketing, **retail** toiletries division.

MAJOR PRODUCTS and PRODUCT MANAGERS: Beyond the Zone, Beyond Belief and Just Wonderful...

...finance, chief financial officer and treasurer; Graham P. Milner, senior vice president, sales and marketing; Geoffrey J. Holdsworth, managing director, Australia; William B. Noble, managing director, UK; Michael J. Irwin, vice president-marketing, **The Americas**.

MAJOR PRODUCTS: WD-40 lubricant, Lava heavy duty hand cleaner and 3-in-One...to see growth in each of these brands.

The combined company will have two marketing **groups**, the do-it-yourself group handling WD-40, 3-In-One Oil, Lava and Solvol...

...vice president and chief financial officer; Bruce Elbilia, executive

vice president, international sales and marketing; **Wayne C. Hamerling**, executive vice president, sales.

MAJOR PRODUCTS: Fragrances and cosmetics sold under such brand... Boyle, chief financial officer.

CHIEF SCIENTIFIC OFFICER: Tammy Westerman, vice president, research and development.

MARKETING DIRECTOR : Dennis Streen, director of marketing.

MAJOR PRODUCTS: industrial and institutional cleaners.

NEW PRODUCTS: 24/7 Drain Maintenance Program, SSD3 Aerosol Degreaser

...

...and chief executive officer; Paul Hansen, vice president, finance; Mark Grodsky, senior vice president, marketing.

MARKETING DIRECTOR : Tracy Olson, director of women's personal care.

MAJOR PRODUCTS: Vitabath Classic and Vitabath Essentials...

...Dario U. Margve, president and chief executive officer; John Dowers, vice president, sales and marketing, **health** and personal group; Robert Sheasby, president, San Francisco Soap Co.; Kevin Hartnett, vice president, finance...

...SCIENTIFIC OFFICERS: Lewis Gray, vice president, operations; Edward Schiller, vice president, research and development.

MARKETING DIRECTORS : Larry Gray, vice president, consumer sales and marketing; **Dolores** McConnaughey, vice president, national accounts; Jay Hickson, vice president, promotions; Kate Kreger, vice president, market...an unwavering desire to help our customer representatives build their own business through enhanced recruiting, **retention** and sales management tools."

This year Stanley Home Products is celebrating its 70th anniversary. The...

...Arch, chairman and chief executive officer; Richard K. Green, president; Michael Donnantuono, vice president, marketing.

MAJOR PRODUCTS: Blistex lip care, ointments, balms and medicated items, Stri-Dex acne treatments.

COMMENTS: Privately...

...executive vice president, finance; Larry Adams, executive vice president, legal counsel.

VICE PRESIDENT OF MARKETING: **Shelly** Coluccio.

SENIOR PRODUCT MANAGER and MAJOR PRODUCTS: Stephanie Mellenberndt, Classic Tanning (Dark Tanning Oil, Dark...

...chief executive officer; Jeff Johnson, treasurer and chief financial officer; Jeff Hinkle, vice president, marketing.

CHIEF SCIENTIFIC OFFICER: Eileen ...Olson, vice president, finance.

CHIEF SCIENTIFIC OFFICER: Alvin Hujanen, director of research and development.

MARKETING DIRECTOR : Bruce Desonne, vice president, marketing and operations.

MAJOR PRODUCTS and PRODUCT MANAGER: Willow Lake, Style, Salon Style Design Elements and B...

...Ron Williams, president and chief executive officer; Michael Piff, executive vice president, sales and marketing; **Steve** Storebo, director of operations; Tim Kraus, chief financial officer.

CHIEF SCIENTIFIC OFFICER: Dan Kotecki.

MARKETING DIRECTOR : Julie Beno.

MAJOR PRODUCTS and PRODUCT MANAGERS: Village Naturals--Lauren LaRosa; Foamy Friends, Sesame Street...body lotion (\$20) and 50ml deodorant (\$15).

RELATED ARTICLE: Wehling To Retire as Global Marketing and Government Relations Officer

ROBERT L. WEHLING, 62, global marketing and government relations officer, will retire on August 10, after more than 41 years of service...

...s retirement, James R. Stengel, 46, currently vice president, global baby care strategic planning, marketing and new business development, was elected global marketing officer, effective August 1, 2001.

"Bob Wehling has been a true leader and innovator in developing...

...our community."

In a presentation to analysts on June 15, Mr. Stengel outlined a marketing approach for P&G that includes targeting prime prospect consumers (through the use of the internet...

...parents to use a wipe every time they change a diaper) and retail co-marketing (creating customized reports and marketing programs for retailers).

"Jim Stengel is superbly suited to be P&G's global marketing officer. Jim's 18 years with the company include marketing experience across our food, cosmetics, and baby care businesses. Running businesses both in the U.S...

...and lead a diverse organization. In addition, his strong commitment to training within the marketing organization will ensure that our people have the skills to meet the needs of our consumers...

...have Estee Lauder Companies' brands operate globally with a single vision and a unified marketing strategy. The new structure aligns the marketing responsibilities with the corporate support groups to advance the company's plans to be the world...

...He will collaborate closely with the three other group presidents to integrate all global marketing strategies in

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); CHEM (Chemicals, Plastics and Rubber); CONT (Containers...

)

5/3,K/6 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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08723405 Supplier Number: 75479219 (USE FORMAT 7 FOR FULLTEXT)

Amway.com.(Web-based selling venture Quixtar)(Brief Article)(Statistical Data Included)

Bannan, Karen J.

Forbes, p40

June 25, 2001

Language: English Record Type: Fulltext

Article Type: Brief Article; Statistical Data Included

Document Type: Magazine/Journal; General Trade

Word Count: 779

(USE FORMAT 7 FOR FULLTEXT)

Amway.com.(Web-based selling venture Quixtar)(Brief Article)(Statistical Data Included)

TEXT:

Forget VC funding or killer applications. According to Quixtar, all you need is a PC, a modem and 5 to 15 hours a week...

... money on the Web," enthuses Charlie Durso, a 46-year-old independent business owner with Quixtar, a little-known, but growing, Web venture. Working the room at the Smithtown, N.Y...

...sound easy. Of the 80 prospects in tonight's group, 48 will sign up as **Quixtar** IBOs (independent business owners). Others will pay a \$20 subscription fee to shop on **Quixtar** 's site.

Durso's experience isn't unique. This scenario is happening night after night...

...of corporate downsizing and dot-com disasters are flocking to such get-rich-quick schemes.

Quixtar is the online offspring of \$5 billion, Grand Rapids, Mich.- based Amway Corp. Launched by the company at the height of the Internet stock craze in September 1999, **Quixtar** 's business model is virtually identical to Amway's, only it's Web-enabled. IBOs...

...rooms on the Web, and introduce friends, family and co-workers to the password-protected **Quixtar** Web site where they can buy thousands of the same mostly overpriced health, beauty and...

...that sells for \$700.

While they are on the site, they can also shop at **Quixtar** 's more than 80 partner stores such as Omahasteaks.com, OfficeMax.com and TrueValue.com...

...the referring IBO is automatically credited with a percentage of the sales. Like Amway reps, **Quixtar** IBOs can make even more money by getting others to join. Once they have IBOs...

...The more people you sign up to sell, the more money you make. Of course, **Quixtar** invites anyone to log on and buy the stuff, but the goal is to get **recruits** to pay \$39 to become an IBO and get on the ladder.

Ironically, **Quixtar** is one Web startup that actually began producing results fast. Within six months **Quixtar** was averaging 40 million hits and \$2 million in sales a day. By last fall the **Quixtar** reps had generated total revenues of \$518 million.

According to Harris Interactive, **Quixtar** has 22.2% of all online sales in the health and beauty category; its closest...

...site make a purchase, as compared with 18% at Amazon.com. One smart innovation that **Quixtar** came up with is its Ditto Delivery program, an automatic, monthly replenishment program that fills orders based on customers' predetermined needs. As of May Ditto Delivery accounted for 30% of **Quixtar** sales.

"We're successful because we are different from other online businesses. We have a...

...DeVos, chief operating officer and son of Amway cofounder Richard DeVos. Indeed, he boasts that **Quixtar** hasn't spent a dime on advertising or employee acquisition. However, it is more likely that most of **Quixtar** 's rapid growth came at the expense of Amway. As its reps move their business ...

...page templates and hosting scores of IBO-run Internet malls.

Before you're tempted by **Quixtar** 's sales pitches or fancy Web pages, remember that most reps in such organizations spend more time **recruiting** than selling. And many lose money. "I spent between \$3,000 and \$5,000 on...

...who gave up being an IBO to go back to school. By joining organizations like **Quixtar** , you're more likely to fill your shelves with bottles of shampoo than to fill...

COMPANY NAMES: *Amway Corp.; **Quixtar**

EVENT NAMES: *240 (**Marketing** procedures); 360 (Services information)

DIALOG(R)File 16:Gale Group PROMT(R)
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07066940 Supplier Number: 59581031 (USE FORMAT 7 FOR FULLTEXT)
**Nielsen//NetRatings Announces At-Work Internet Users Do Double-time Online
 as Compared to At-Home Web Surfers; At-Work Internet Users Spend 102%
 More Time on Finance Sites.**

Business Wire, p0053

Feb 22, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1947

...	598	67		
5.	Yahoo!	43,247,006	61	
6.	Intellectual Reserve	640,219	60	
7.	Quixtar Inc.	514,515	59	
8.	TD Waterhouse	535,938	55	
9.	MSN	30,222,964...		

...approximately 10,000.

;;;Nielsen//NetRatings employs a two-pronged approach to **recruit** the most representative panel in the industry. Using random sampling methodologies, it randomly selects companies and organizations to gain their approval to **recruit** random samples of their employees. In addition, randomly selecting methodologies are used to **recruit** individuals into the panel. The dual approach is designed to overcome policies on the use of third-party software, which are in place at many companies. High-quality **recruitment** techniques yield a research panel that correctly represents the U.S. workplace in company size...

NAICS CODES: 54191 (**Marketing** Research and Public Opinion Polling)

5/3,K/8 (Item 5 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
 (c) 2005 The Gale Group. All rts. reserv.

06775329 Supplier Number: 57011617 (USE FORMAT 7 FOR FULLTEXT)

NON-PROFITS, AUTOS MAKE ECHO NOISE (1/2).

Urresta, Lixandra

Advertising Age, pS4

Oct 18, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1803

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...ever-more personalized letters, has the greatest number of finalists in this year's Direct **Marketing** Association's 70th Annual International Echo Awards. Automotive, finding creative ways to get consumers to...

... DMA's 82nd annual conference. Finalists, with agency success claims, include:

AUTOMOTIVE

Agency: McCann Relationship **Marketing** , New York

Advertiser: General Motors Corp.: Buick Motor Division

Campaign: ``Interchange-Buick Relationship **Marketing** ''

Buick got a big boost in sales when it sent personalized mailings that allowed consumers...

...one-to-one communication sold some 20,000 Buicks for \$494 million.

Agency: McCann Relationship **Marketing** , New York

Advertiser: General Motors Corp.: Pontiac/GMC

Campaign: ``Envoy''

With no models in stock...

...buying the SUV. The campaign generated almost \$70 million in profit.
Agency: M/S Database **Marketing** , Los Angeles
Advertiser: American Isuzu Motors
Campaign: ``Isuzu VehiCross Launch''
Relying on Isuzu owners who...

...its six biggest competitors. The \$30,000 strategy secured 407 new employees and bypassed expensive **recruiter** fees.

COMMUNICATIONS & UTILITIES
Agency: DNA Studio, Los Angeles
Advertiser: Columbia TriStar Interactive
Campaign: ``The Mask...

...a sales hike of 43% over the 1998 catalog.
DIRECT RESPONSE SALES
Agency: AGA Catalog **Marketing** & Design, New York
Advertiser: Spiegel
Campaign: ``Elements Exclusively Spiegel''
Taking advantage of the latest consumer...

...by 300%.
Agency: C-E Communications, Digital Solutions Group, Warren, Mich.
Advertiser: Amway Corp.
Campaign: `` **Quixtar** Countdown Website''
Designed in two and a half weeks for \$50,000, the vibrant, engaging Website for Amway's new Internet-based business, **Quixtar** , attracted one million hits in the first month and continues to receive 30 million monthly visits.

Agency: McCann Relationship **Marketing** , New York
Advertiser: Ethicon Endo-Surgery
Campaign: ``Tiny Breakthrough''
Pharmaceutical direct-to-consumer advertising is...delivery service-a tactic never before successful with charities. The clinic made it work by **recruiting** local volunteer supporters to encourage neighborly cooperation. The average gift doubled.
Agency: Russ Reid Co...

...new subscriptions with its attention-grabbing You Can Do It action lists.

RETAIL
Agency: Carlson **Marketing** Group, Minneapolis
Advertiser: Hallmark Cards
Campaign: ``Hallmark Gold Crown Card Program''
The greeting card company...

INDUSTRY NAMES: ADV (Advertising, **Marketing** and Public Relations); BUSN
(Any type of business)

5/3,K/9 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06687070 Supplier Number: 55939634 (USE FORMAT 7 FOR FULLTEXT)
DOOR-TO-DOOR SELLERS JOIN THE PARTY ONLINE.
Neff, Jack
Advertising Age, p62
Sept 27, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1030

... opened or substantially upgraded Web sites. And the Michigan

families that own the biggest multilevel **marketing** operation of them all -- Amway Corp. -- earlier this month launched a new Web-based venture, **Quixtar**. In multilevel **marketing**, distributors make money not only by selling product but also by signing up new distributors...

...ages 40 and up, 80% recognize our name," said Larry Gray, VP-consumer sales and **marketing** for Fuller Brush, which launched its own Web site (www.fullerbrush.com) last year and recently joined as a partner store on Amway's **Quixtar** site. "Our name is well enough known that people look us up on the Internet...

...Alfred Fuller hawking brushes in 1906.

A key reason to try e-commerce is that **recruiting** door-to-door sales reps "remains a challenge," said Wendy Clay, VP-administration of CPAC...

...and reduced print advertising.

One of the biggest moves by multilevel marketers to the Web, **Quixtar**, plans no advertising at all, though sister company Amway does spend about \$10 million a...

...have relationships with people and are talking about [the site]," said Claire Zevalkink, director of **marketing** for **Quixtar** (www.□quixtar□.com).

So far, **Quixtar**'s distributors, many of them also Amway distributors, appear to be generating plenty of traffic. **Quixtar** was getting 10 million hits a day during its first two weeks, enough to prevent ...

...Son. But Mr. Steele doubts package-goods players have much to worry about, noting that **Quixtar** sells a wide range of products besides Amway, including IBM and Apple computers.

"Will [Avon...

EVENT NAMES: *240 (**Marketing** procedures)

INDUSTRY NAMES: ADV (Advertising, **Marketing** and Public Relations); BUSN (Any type of business)

5/3,K/10 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

06464946 Supplier Number: 55689385

Make way for Amway, new Internet E-tailer.

Walker, Leslie

Newsday, pC5(1)

April 5, 1999

Language: English Record Type: Abstract

Document Type: Newspaper; Trade

ABSTRACT:

...International Business Machines and Microsoft Corp to help create an online segment to its direct- **marketing** business, that will start on Sep 1, 1999. As part of efforts to revamp its...

...will increase in connection to the number of customers and distributors that each of them **recruit**. The strategy is part of Amway's concept called

Quixtar, a separate company that is supported by a \$25-million investment from Amway co-founders...

EVENT NAMES: *240 (**Marketing** procedures)

5/3,K/11 (Item 8 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

06458347 Supplier Number: 55129125 (USE FORMAT 7 FOR FULLTEXT)

Amway takes a bold step into cyber-selling.

Cosmetics International, v23, n523, p7

June 25, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 292

Quixta r will open for business on 1 September this year and will continue Amway's practice of direct selling, but this time, it will do so via the Internet.

Like Amway, **Quixtar** will sell consumer products at volume discounts through distributors. The distributors will earn commissions on their sales and bonuses from the sales of new **recruits** .

However, **Quixtar** will be the **marketing** equivalent of a 'fresh start' says USA Today, as it won't use the Amway...

...president Dick DeVos said there will a market for both companies long term, but 'eventually **Quixtar** ought to be larger than Amway'.

The timing of **Quixtar** is crucial. Amway achieves 70% of its sales from outside the US, but last year...

...the first decline in more than ten years.

According to USA Today, the creation of **Quixtar** is a purposeful move away from Amway's current image. Middle-aged sales people and...

...Gamble have not given the company a good name in recent years..

DeVos hopes that **Quixtar** will attract a younger audience as well as younger distributors. The company expects approximately half...

...750,000 distributors to join.

Amway also intends to spend a lot more on the **marketing** of the new company. It has employed two advertising agencies, and TV commercials, billboards and...

COMPANY NAMES: *Amway Corp.; **Quixtar** Inc.

5/3,K/12 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

11331583 SUPPLIER NUMBER: 55648823 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Direct sales: The personal touch.

European Cosmetic Markets, 16, 9, 347

Sept, 1999

ISSN: 0957-1515 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 6903 LINE COUNT: 00552

TEXT:

...an opportunity or a threat to direct selling, depending upon how it is applied to **marketing** and selling.

... Direct selling is defined by FEDSA (the Federation of European Direct Selling Associations) as "the **marketing** of consumer goods and services directly to consumers generally in their homes or the homes...

...hostess who invites other people for this purpose.

Some direct selling companies opt for network **marketing** or multi-level **marketing** , which means that products are sold to consumers for final consumption through a network of independent distributors **recruited** by existing distributors. Their remuneration derives from their own sales of products to end users, and from sales to end users generated by the line of salespersons which they **recruit** , train and motivate.

Direct selling is obviously suited to some product categories more than others...

...5mn salespeople. They also employed almost 30,000 people in research, production, accounting, administration and **marketing**. FEDSA was established in Brussels in 1968 and has its headquarters in Brussels, Belgium. FEDSA...

...are used to complement the business of direct selling companies. This includes mail order, television **marketing**, telephone selling (with the exception of Sweden) and selling of products at fairs and...

...are all protected.

Direct benefits

According to FEDSA, direct selling represents a good way of **marketing** because it provides a close selling relationship - most direct selling companies manufacture their own products...and not the time worked. Managers and distributors can earn additional commissions or bonuses by **recruiting**, training and administering other direct sellers.

Some direct selling companies operate by using a system called multilevel **marketing**. In this structure sellers are independent dealers who have the right to purchase the company's products at a special price; they sell those products to consumers and also **recruit** or sponsor other independent dealers who in turn may **recruit** additional independent dealers to build their own distribution organisation. In addition to the dealer's...sales commissions which average 30-40% of their sales. The company has also implemented network **marketing** programmes in some markets which allow successful representatives to **recruit** and train new representatives and make commissions on their **recruits**' sales. In the US this is called Leadership Opportunity.

Mary Kay

Although Mary Kay Inc...leadership and guidance. They earn their status through a combined effort of proven selling and **recruiting** skills and their ability to motivate and lead other Beauty Consultants. The final level is...

...the first instance Amway distributors buy a business starter kit (product samples, business literature and **marketing** materials) and call on customers having made an appointment. Distributors can earn money in two ...

...a day. Additionally Amway is developing a new way of direct selling to consumers called **Quixtar**. This is a web-based direct selling opportunity which will launch in the US and Canada at the beginning of September 1999. **Quixtar** will allow Amway products to be bought on-line and it will have links to...

...other retail sectors giving the consumer a specialised search engine to on-line commercial products. **Quixtar** will have the same Amway sales and **marketing** plan and current distributors will have the option of maintaining both a **Quixtar** distributorship and the traditional Amway distributorship.

A company spokesperson for Amway suggests that one proverbial...in the distributors who continue to feed back information which enables Amway to tailor make **marketing** strategies to satisfy company needs".

Nu Skin

Utah-based Nu Skin, which posted 1998 revenue...

...line of 12 personal care products the company opted to distribute through person-to-person **marketing** using a trained sales force to educate consumers about the benefits of Nu Skin products...

...that it provides one of the most financially rewarding plans offered to distributors by network **marketing** companies which can result in commissions to distributors aggregating up to 58% of a product...Skin opportunity, while customers can learn about specific products and place

orders online. In future **marketing** messages will also be sent to customers tailored to their ordering patterns.

A spokesperson for...

...tips, targets and incentives for attaining entrepreneurial success. Additionally an incentive structure encourages distributors to **recruit** new distributors. The company has started to use the internet to enable distributors to order...

...US-based Herbalife International, which was founded by Mark Hughes in 1980, specialises in the **marketing** of weight loss, nutritional and personal care products. It was admitted to the New York...

?